



encore™
EVENTS THAT TRANSFORM

Elevating Brand Moments

Encore's Event Solutions for Retail & FMCG

Moments That Move Markets

In the fast-paced world of retail and FMCG, events are more than calendar entries - they're strategic brand touchpoints with customers and team members. From high-energy product launches to polished AGMs and festive staff celebrations, Encore delivers high-impact experiences that reflect the dynamism, creativity, and scale of the industry. Whether it's a brand or product launch, a live-streamed AGM, stylish gala or a end-of-year party we deliver moment that engage and tell a story. Whatever your event brief, Encore's end-to-end event production ensures every moment is executed with precision and flair.

Brand Launches

Creating Buzz, Building Loyalty

Encore transforms product launches into immersive brand experiences. From oversized LED screens and dynamic lighting to theatrical reveals and influencer-ready moments, we ensure your brand lands with impact. Whether in-store, in-venue, or online, our team delivers seamless production that amplifies your message and energises your audience.

AGMs

Professional, Precise, and On-Brand

AGMs are a reflection of corporate integrity. Encore's discreet AV setups, live streaming capabilities, and branded environments ensure your message is delivered with clarity and confidence. We manage everything from stage design and camera feeds to remote participation and compliance, creating a polished experience that reflects your brand's values.

Incentives

Celebrating Success with Style

From tropical getaways to gala dinners, Encore designs incentive events that reward and inspire. Our creative strategy, immersive styling, and technical precision turn recognition into unforgettable experiences. Whether it's a chill-out lounge or a themed celebration, or all out extravaganza, we bring your vision to life.



Where Experience
Drives Engagement

Live Streaming

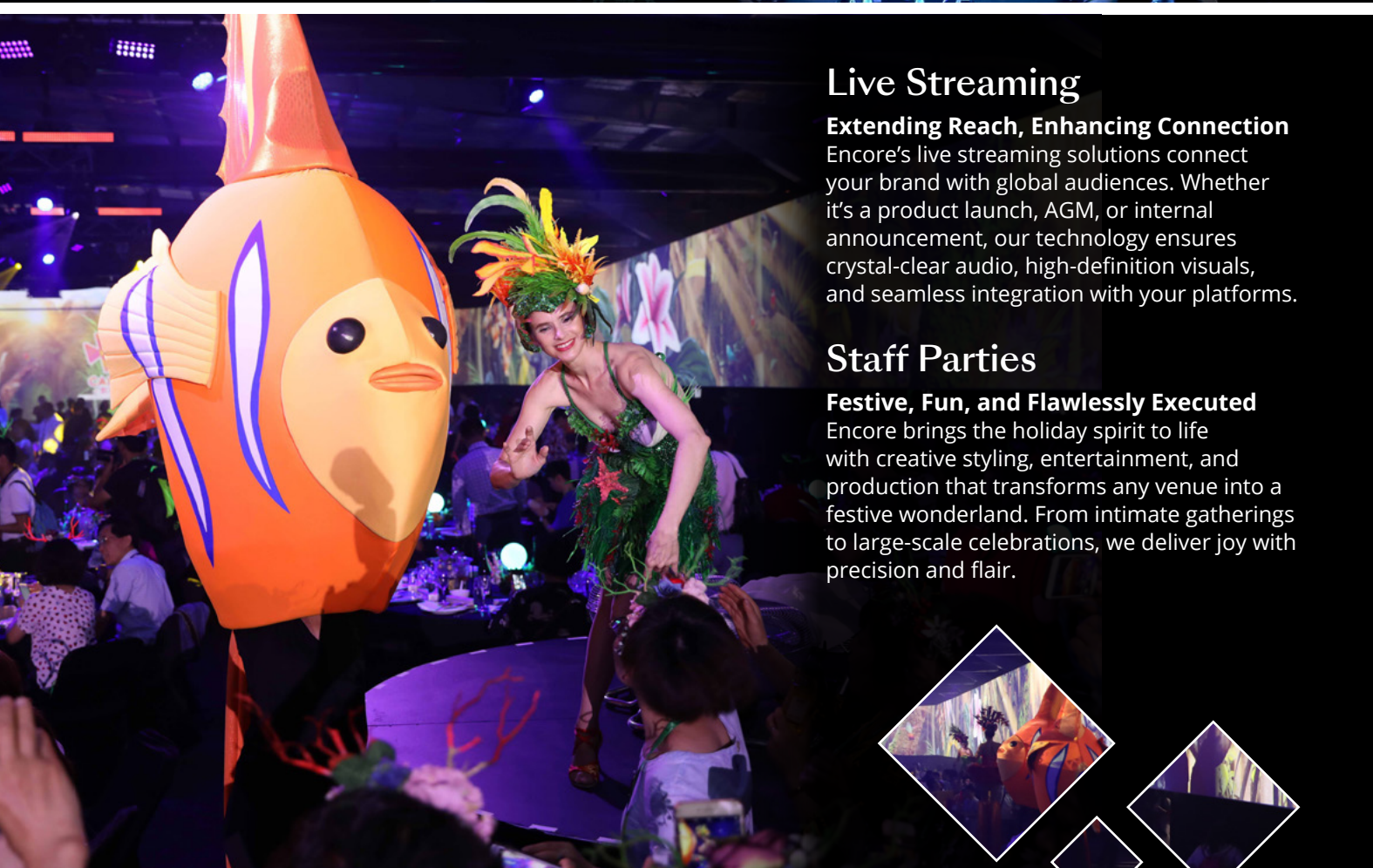
Extending Reach, Enhancing Connection

Encore's live streaming solutions connect your brand with global audiences. Whether it's a product launch, AGM, or internal announcement, our technology ensures crystal-clear audio, high-definition visuals, and seamless integration with your platforms.

Staff Parties

Festive, Fun, and Flawlessly Executed

Encore brings the holiday spirit to life with creative styling, entertainment, and production that transforms any venue into a festive wonderland. From intimate gatherings to large-scale celebrations, we deliver joy with precision and flair.



Why Retail & FMCG Brands Choose Encore

- Expertise across formats: From launches to AGMs, Encore's versatility ensures excellence across all event types.
- Technical precision: Crystal-clear audio, seamless live feeds, and immersive visuals are standard in every production.
- Creative excellence: Our event design, staging, and storytelling elevate brand moments into transformative experiences.
- End-to-end support: Logistics, AV, content production, and audience engagement - all managed by one trusted partner.

Let's Create Events That Inspire

Encore is ready to partner with your brand to deliver events that drive engagement, build loyalty, and celebrate success. From the boardroom to the ballroom, we bring your vision to life.

Questions and enquiries

Connect with me and discuss your venues needs
info@encore-anzpac.com





Festival of Amway 2025

A World-Class Spectacle

Encore delivered Australia's largest-ever incentive event for Amway China, a global leader in FMCG and home care products. Over 16,000 top performers experienced five days of seminars, entertainment and a gala dinner at Melbourne Showgrounds. Highlights included a 35-metre hot air balloon with 3D projection mapping, 2,500sqm of LED screens, and a dazzling opener featuring international artists. From branded hotel welcomes to Mandarin-translated programs, Encore curated every detail. The event generated \$100 million in economic impact and showcased Encore's unmatched creativity, scale and precision.





Dom Pérignon Lumiere Dinner

A Sensory Celebration of Luxury

Encore delivered a dazzling dining experience for Dom Pérignon, the iconic luxury champagne brand in the wine and spirits industry. Held at Ivy Sydney, the Lumiere Dinner featured mesmerising projection mapping on table settings, personalised animations, and branded visuals that embodied elegance. Guests were entertained by LED-clad dancers, a helmeted DJ, and a stirring cellist. Precision was key - cutlery and glassware were aligned to bespoke animations for maximum impact. The result was a flawless fusion of technology, artistry and indulgence that left VIPs captivated.



Asian Paints India Incentive

Unstoppable Excellence

Encore delivered a spectacular 7-day incentive across Australia and New Zealand for 700 top-performing resellers from Asian Paints India, a leading player in the paint and decorative coatings industry. Spanning 32 events across 17 venues, the program fused cultural immersion, cutting-edge tech, and high-energy entertainment. Highlights included holograms, pyrotechnics, themed galas, and a rocket ship launch. Delegates competed in team challenges and enjoyed iconic experiences like yacht races and bungee jumps. Despite complex logistics, Encore executed flawlessly, creating unforgettable moments and strengthening brand loyalty.





Siemens Oktoberfest

Engineering Celebration with Flair

Encore brought German-inspired charm to Siemens' annual Oktoberfest at Adelaide Oval's Cathedral Room. Over 200 guests from the global engineering and manufacturing giant enjoyed a festive evening of pretzels, beer, and entertainment. Encore transformed the venue with themed styling, an outdoor beer garden, and immersive AV including Fresnel LEDs and LED honeycombs in Siemens' signature blue and white. A local band kept energy high between speeches, while custom backdrops and decor added to the Bavarian vibe. The result? A seamless, spirited celebration that honoured Siemens' heritage and people.



Ready to
connect?
Enquire here!

